



PUBLIC AFFAIRS  
BOARD

ANNUAL REPORT

# **PRCA** BOARD MEMBERS

- Tosin Adedayo
- Rose Brade
- Lena Brandesova
- Ben Collins
- Leon Cook
- Rob Dale
- Jessica Daniels-Roberts
- Emma Divers
- Tom Doughty
- Miles Evans
- Emily Fermor
- Paul Gerrard
- Francis Mallinson
- Mark McGregor
- Kelly McVeigh
- Harry Methley
- Chris Rogers
- John Rowland
- Sabine Tyldesley



# HISTORY/BACKGROUND

In 1994, five consultancies established the APPC as a self-regulatory body, with its own Code of Conduct, a publicly-available register of clients, and a complete ban on any financial relationship with politicians. In October 2018, APPC members voted to merge the organisation with the PRCA.

The Public Affairs Board is the body that oversees the work programme and promotes standards in public affairs.

The role of the Public Affairs Professional Board is to consider what should be best practice in the industry and promote this, inform the education and development activity of PRCA and promote the standards in the various Codes of Conduct to all involved in the Association and externally. The Board will work with the PRCA Staff Secretariat to determine and deliver the PAPB work programme. The PAPB will comprise of 14 people with reserved spaces for Northern Ireland, Scotland and Wales, and a space for a member of the NextGen Public Affairs Group.

**STRUCTURE**

- Each Professional Board will comprise such number of Professional Members and Associate Members as it may determine from time to time up to a maximum of 30. The chair of each Professional Board must be a Professional Member. The process to appoint members of the Professional Boards (and to rotate the office of chair) will be devised by the Professional Boards themselves and approved by the Nominations Committee.

**TERMS**

- The chair of each Professional Board must be a Professional Member with their office as chair being for 3 years.

**MEETINGS**

- Each Professional Board should meet at least twice a year.

# **PRCA** FUTURE PLANS

The Public Affairs Board is newly formed following the appointments in May.

The work programme will look at research into the value of public affairs, consult with the Standards Committee on the updating of the Public Affairs Code, promote standards in the industry by responding to existing legislation, and government announcements about lobbying, organise panel discussions on current affairs and issues important to public affairs, produce guidance on careers in public affairs and work to promote diversity and inclusion in the industry.